

# 4 Steps Toward a **STRONG DIGITAL PRESENCE**

From understanding your dealership's performance metrics to choosing the perfect vendor, **this four-part ebook series delivers everything you need to successfully make the digital transition.**

**DEALER.COM**

## **Step 1**

### *Analyze Your* **WEBSITE METRICS**

Our first ebook explains how to use your website's metrics to identify opportunities for improving your dealership's online presence.

## **Step 2**

### *Establish* **YOUR VISION**

In our second ebook, we explain how to establish a vision for your dealership that will help you meet buyers exactly where they are — online.

## **Step 3**

### *Prepare and* **EVALUATE**

In our third ebook, we break down the internal preparation process and give you the most important factors to consider when evaluating vendor candidates.

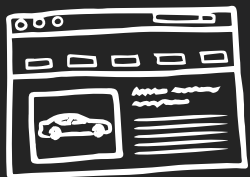
## **Step 4**

### *Choose Your* **VENDOR**

The final ebook in our series walks you through the entire selection process and provides tools that will help you make the best decision possible.

## Step 4 Choose Your Vendor

# Choose Your VENDOR



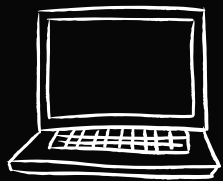
You're one step away from transforming your dealership's digital presence. You've **identified the problems** with your current practices, **established your vision**, and **prepared and evaluated all requirements**. Now it's time to sit down with your stakeholders and pick the vendor that will manage your website and help you deliver the online shopping experience consumers expect.



# Determine Your TOP TWO CANDIDATES

Pinpointing the top two vendors for your dealership can be difficult, but this **decision-making tool** makes narrowing down the options much easier.

The tool allows you to score and rank each candidate based on the factors that are most important to your dealership, helping you to accurately gauge which vendors best fulfill your needs.



*Decision-making Tool*

**DOWNLOAD NOW**

## 5 Important Factors to CONSIDER IN YOUR VENDOR

1

### Capabilities and Features

Take a test run of every vendor to ensure they offer the necessary platform integrations and a modern system that's mobile-friendly, loads fast and is easy to use.

2

### Flexibility and Personalization

Find out how customizable each vendor's platform is and gauge whether it allows you to seamlessly adapt your content and advertising strategies to remain competitive.

3

### Cost

Finding value is critical. Choose a vendor that gives you the most in return at a fair price.

4

### Focus on Future Innovation

Is the vendor regularly innovating its platform, or does it merely make simple updates to its existing features? A vendor that's thinking ahead will best help you keep up with industry trends.

5

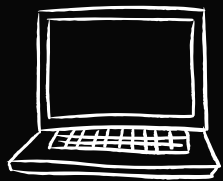
### Vendor Trust

Your vendor shouldn't be just a service provider. It's a proactive partner that helps you solve problems with in-depth product and industry expertise.

# Make Your FINAL DECISION

Now that you've chosen your top two vendor candidates, meet with your management team and other key stakeholders to present your recommendations and reach a consensus.

Use this [PowerPoint template](#) to summarize the problems your dealership is facing and recommend a solution and vendor that will set you up for success. Be prepared to navigate objections while emphasizing the importance and benefits of making this change.



*PowerPoint Template*

[DOWNLOAD NOW](#)

At Dealer.com, we're dedicated to creating the industry's most innovative digital storefront. Our online marketplace features the fastest and most personalized path to customer engagement and dealership growth.

We hope this guide delivers the information you need to confidently choose a vendor that will drive your dealership's success.



# Need Help Getting Across THE FINISH LINE?

Our experts are here to help your leadership team make the best decision possible for your dealership.

Dealer.com is the premier digital marketing and storefront solution for the automotive industry. Providing an integrated platform of websites, advertising, digital retailing and managed services, Dealer.com allows OEMs, dealer groups, retailers and agencies to leverage advanced digital technology, data and insights to deliver the shortest, fastest and most personalized path to customer engagement.

The company practices a deep commitment to its culture of progress, with a focus on community, health and wellness. Based in Burlington, Vermont, Dealer.com is a Cox Automotive brand. For more information, visit [www.dealer.com](http://www.dealer.com).

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